# Potato Products of Idaho

**Idaho TechHelp**

**Potato Products of Idaho Develops Plant Food Safety System**

**Client Profile:**
Potato Products of Idaho (PPI), based in Rigby, Idaho, produces premium fully-cooked baked potatoes and raw potatoes. Products include the MinuteBaker and PPI Premium Bakers. PPI produces healthy food that is quick and convenient to prepare and delicious to eat, including the MinuteBaker, a hot, fluffy baked potato ready in seconds, and the raw Premium Bakers that make preparation for cooking a snap.  The company employs 20 people.

**Situation:**
PPI was in the process of expanding plant operations and required technical assistance in developing a food safety and Hazard Analysis Critical Control Point (HACCP) program.  These programs are required to assure product safety and quality and to meet customer requirements.  The company contacted Idaho TechHelp, a NIST MEP network affiliate, for help.

**Solution:**
Jeff Kronenberg, TechHelp's food processing specialist based at the University of Idaho, provided on-site technical assistance to develop a plant food safety system, including an initial food safety audit and development of written food safety programs.  He worked with PPI to develop a program for employee training on food safety and provided implementation of the HACCP food safety programs on the plant floor.  He also identified a contractor who was capable of working with PPI to help develop appropriate food safety and product quality management programs.

**Results:**
* Increased sales by $1.5 million.
* Retained sales of $500,000.
* Achieved cost savings of $250,000.
* Invested $1.3 million in workforce development, plant and equipment.

**Testimonial:**
"As a producer in rural Idaho, we were thrilled to be able to draw upon the knowledge and expertise of Jeff Kronenberg, from TechHelp and the University of Idaho, to help us with our food safety, HACCP and quality programs."
Jerry L Hastings, President & General Manager